

Expanding Markets and Increasing Exports of Agriculture Products Helps Florida's Economy

At home and abroad, Florida products are known for quality and freshness

The Florida Department of Agriculture and Consumer Services' number one priority is to strengthen Florida's economy by ensuring the continued growth of national and international trade opportunities for agriculture products. By establishing relationships with strong trade partners, production is increasing and we are creating jobs which help to ensure the prosperity of Florida families and businesses.

The United States currently boasts a trade surplus in terms of agriculture. We live in a country that exports \$8.2 billion more than we import. As a pillar of Florida's economy, along with tourism and construction, agriculture contributes \$100 billion to the state's economy and employs nearly one million Floridians. More than 80 individual industry sectors are related to agriculture and benefit from the industry. About two-thirds of the State of Florida -- 24 million acres -- is comprised of forests, croplands and ranches where nearly 300 commodities are produced on more than 47,000 commercial farms.

The world's leading economies are our greatest agricultural trading partners. According to the USDA, Florida's overall exports of agricultural products have increased by \$1.2 billion -- 40 percent -- during the past five years, now reaching more than 125 countries. This expansion continues with new free trade agreements now in place with Panama, South Korea and Colombia. Reports from the first three quarters of 2011 indicate another 20 percent increase for Florida over the same period in 2010. In fact, U.S. agricultural trade is projected by the USDA to increase by \$2.3 billion in 2012 as a result of these agreements.

Top 5 Florida Agricultural Export Destinations	
Canada	\$991 Million
Netherlands	\$265 Million
Bahamas	\$179 Million
Dominican Republic	\$154 Million
Panama	\$143 Million

USDA/Euromonitor 2012

In addition to Florida's presence in the global marketplace, we are focused on expanding markets for Florida growers at home. Since the Department of Agriculture and Consumer Services assumed responsibility for the state's school nutrition program at the beginning of 2012, we have educated schools about Florida's growing season which coincides so conveniently with the school year. This will enable them to purchase and serve more wholesome, locally grown fresh Florida produce.

The current challenges facing Florida's agricultural business will continue to be met with the same innovative spirit which, for five centuries, has made Florida synonymous with the freshest, highest quality agricultural products in the world.



Florida Department of Agriculture and Consumer Services
Adam H. Putnam, Commissioner



Florida Agricultural Exports

- Florida now exports to more than 125 nations annually.
- Florida agricultural exports increased 45 percent from 2007 to 2011.
- Florida fruit and vegetable exports to Canada increase 85 percent from 2003 to 2011 -- three times faster than the period between 1990 and 2003 -- after active retail campaigns, trade events and other marketing activities intensified beginning in 2004.
- Florida agricultural exports increased to 24 of the state's top 25 trade partners, representing about a billion dollars in gains, from 2007 to 2011.
- Florida agricultural exports have more than doubled to each of the recently ratified "Free Trade Treaty" partners, each of which the Department has active retail campaigns in place.
- On average, each \$1 million in additional sales (cash receipts) creates 34 Florida jobs, produces \$136,000 in additional indirect tax revenues, generates \$2.3 million in overall economic impact.
- Panama has one of the fastest growing economies in Latin America. Forecasts look at continued growth with the signing of the Panama Trade Promotion Agreement in October 2011 which seeks to double 2010 trade levels with Panama by 2015.

